

POCKET JUN 5 1967 BOOKS

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June 1, 1967

Professor Joshua Lederberg Professor of Genetics Stanford University School of Medicine Stanford Medical Center Palo Alto, California 94304

Dear Professor Lederberg:

Mr. Shimkin has turned over to me your letter of May 24 with the attached columns from The Washington Post. I am sorry to say that I do not see the likelihood of a successful paperback book in these materials as such.

Individually, they are very interesting but there is no theme or unifying point of view or structure to pull the materials together. Because they range so widely, they inevitably suggest possibilities for a number of possible books which might result from the development of any one of the themes touched on. One fairly obvious would be "Frontiers in Genetics." I gather, however, from your letter that your interest at this time is confined to putting these present materials into book form with minimum additional editorial work.

There would seem to me to be two choices that you could make depending essentially upon the educational level of the market you wish to reach. If the market is to be the college level, I would think perhaps the most likely format would be that of the so called "quality" paperbacks. S & S has for many years published books in this format and will this Fall start concentrating on a line of such books to be called "Clarion" which are particularly designed for the college store. Washington Square Press - a wholly owned subsidiary - publishes in the standard format of the mass market racks and has greater emphasis on the secondary school level.

Though I do not see likelihood of making a book simply out of the collection of columns submitted, I am taking the liberty of forwarding your letter and the materials to Mike Fine, Editor of Clarion books, and asking him to survery it and write you if he has suggestions.

Sincerely,

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Vice President - Publishing

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cc: Messrs: Shimkin

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